

HEADLINE WRITING

Headlines "label" the news story. If they fulfill their purpose, they summarize so completely the story which follows that the reader can glean from them all essential facts. The headline generally should tell "who" and "what," and perhaps others of the 5 W's. If more than one deck is used, succeeding decks give additional facts. (An exception is the headline for a suspended interest feature story. It should suggest what the story is about, but should not reveal the surprise ending.)

Because of the restrictions of structure and unit count, headline writing has a style all its own. To write readable, vigorous headlines, observe the following guides. They will soon become valuable habits.

- 10.1 Generally, select the material for your first deck from your lead. Facts for subordinate decks also may be obtained from the lead and from succeeding paragraphs.
- 10.2 Construct your headline with a subject, predicate (verb) and object—or subject, predicate (verb) and prepositional ending. The verb may be actual or it may be implied.
- 10.3 Place the head in the present or future tense, and in the active voice. Retain the same tense and voice throughout any succeeding decks.
- 10.4 Strive for simplicity. Headlines should be easy to read and understand. Check your headline to make sure that it is specific.

- 10.5 Whenever possible, name the authority for any statement with an editorial slant.

Harrison Predicts Drop in Prices

- 10.6 Experienced head writers like to make the thought in each line complete.

Benedict Elected;	15½
Appoints Captains,	16½
Calls Conference	15½

AVOID—

- 10.7 Prepositional endings in top lines.

Brigham Team Slated For
Competition in Washington

- 10.8 Imperative headlines.

Sell Food at Cost

- 10.9 Division of word in top deck.

High School Journal-
ists Vie for Prizes

- 10.10 Words with double meanings. (Rechecking your headline may avert an embarrassing boner.)

Contractors Make
Concrete Proposal

- 10.11 Mention of time when present tense is used in obituary headline.

H. E. Jones Dies
Tuesday Morning

Note: Major newspapers retain present tense, but avoid use of time element.

H. E. Jones Dies;
Headed University

H. E. Jones Is Dead;
Was University Head

COUNTING THE HEADLINE

No matter how well-expressed a headline may be, it is of no value at all unless it fits the space prescribed for it. Type is not made of rubber and cannot be squeezed or stretched at will. In order to "count in" headlines accurately, your first step is to learn the unit-count system and the value assigned each letter of the alphabet, punctuation marks and the space between words for the type fonts being used.

This count may vary slightly in some faces of type, but the following is a good general evaluation:

Capitals and Lower Case Schedule

filjt— $\frac{1}{2}$; m and w— $1\frac{1}{2}$; all other lower case letters—1.
 Capital I—1; capitals M and W—2; all other capitals— $1\frac{1}{2}$.
 Punctuation mark— $\frac{1}{2}$; space between words—1.
 All figures—1.

$1\frac{1}{2}$ 1 $1\frac{1}{2}$ 1 1 $1\frac{1}{2}$ 1 1 1 1 $1\frac{1}{2}$ $\frac{1}{2}$ 1 $1\frac{1}{2}$ 1 $\frac{1}{2}$ Name Ten Alumni	16 $\frac{1}{2}$
$1\frac{1}{2}$ 1 1 1 2 1 1 $\frac{1}{2}$ $\frac{1}{2}$ 1 1 $\frac{1}{2}$ $1\frac{1}{2}$ 1 1 1 For Merit Award	16 $\frac{1}{2}$

All-Capitals Schedule

Capital I— $\frac{1}{2}$; capitals M and W— $1\frac{1}{2}$; all other capitals—1.
 Punctuation marks— $\frac{1}{2}$; space between words— $\frac{1}{2}$.
 All figures—1.

$\frac{1}{2}$ 1 1 1 1 $\frac{1}{2}$ 1 $\frac{1}{2}$ 1 1 $\frac{1}{2}$ 1 1 1 $\frac{1}{2}$ 1 NAVY TIES ARMY	13
$\frac{1}{2}$ 1 $\frac{1}{2}$ 1 1 1 $\frac{1}{2}$ 1 1 $\frac{1}{2}$ 1 1 1 1 1 1 1 IN 14-14 SHOCKER	14

(Note that the unit is merely an average of the width of letters in the above schedule and that the *unit* for all-capitals schedules is wider than the unit for capitals and lower case schedules. For instance, a *unit* in the all-caps schedule may take up 12 points of space in width. Comparatively a *unit* in a caps and lower case schedule may take up only 9 points of space in width.)

Logically, your next step is to familiarize yourself with the headline schedule of your newspaper. It will illustrate the structures of the headlines you are to write, and give you the count for each.

HEADLINE STRUCTURE

The structure of the headlines used by your newspaper is decided by its policy-makers, the editor and publisher. There are six basic headlines in current use. The more versatile structures may be used alone as single deck heads, or may be combined with others to make multiple deck headlines.

West Coast Bandits Seized in Athens

**Surprised by City Patrolmen
While Looting Storehouse
on Lincoln Way**

SURRENDER MEEKLY

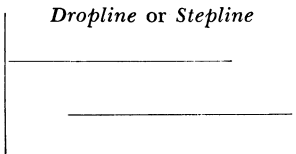
**Thieves' Automobile Held
at Police Station for
Ownership Check**

The trend these days is toward simplicity. Many publications lean toward the flush-left structure, a form in which each line is approximately equal in

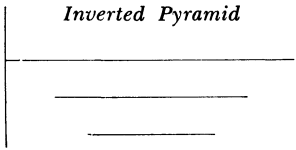
length and is set flush with the left side of the column.

**YMCA to Sponsor
Freshman Banquet**

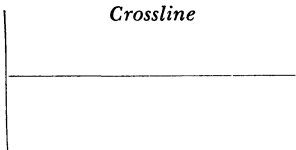
Other well-known structures follow.



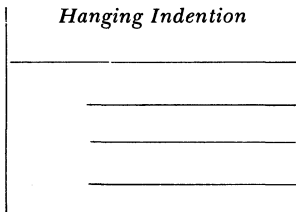
This form requires particular skill or it may be ragged in appearance. It often is combined with a subordinate deck.



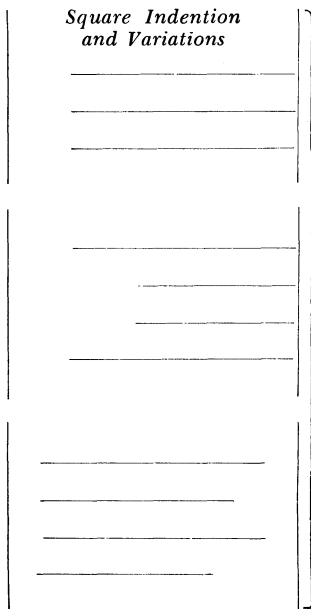
The inverted pyramid structure is no longer commonly used except as a subordinate deck to a dropline top deck.



This one-line head frequently is used over a one- or two-paragraph article, or as a subordinate deck in a multiple-deck head.



The hanging indention, used as a subordinate deck, harmonizes well either with a flush-left head or with a dropline head. It is used more frequently with the former.



These generally are used as second decks in flush-left heads. It should be noted that first and second examples are of flush right structure.

The following headlines are taken from a typical head schedule. Notice that the number of the head, size of type and unit count are all indicated.

1 Head—28 Erbar—13-16

**Bennett Reviews
Historical Novel
At Women's Club**

2 Head—28 Erbar—13-16

**New Daily Paper
Distributed Today**

7 Head—14 Erbar Bold—23-26

**College Press Purchases
New Typesetting Machine**

8 Head—14 Erbar Bold—23-26

Fellowship Officers Chosen

Box Head—14 Erb. BC—center

PARADE START ANNOUNCED

Marching bands and organizations participating in the Independence Day parade are requested to assemble at the corner of Main Street and Fifth Avenue at 10 a.m. Tuesday, L. E. Hill, chairman, announced today.

20 Tracer—14 Bod. Ital.—10-15

20-Head—18 Tempo B.—12-14

***Exams Over—*
Students Relax**

CUT IDENTIFICATION

Name—8 pt. Bold—center
Second Line—8 pt. Ital.—center

* * * * *

Helen Frisbie

Tennis champion attributes success in tournament play to daily practice.

* * * * *

Cut Caption—14 Erb. BC—ctr

Cut Copy—8 Textype Bold

SALADS ADD SPARKLE

Betty Jansen, H. Ec. Jr., prepares a salad of citrus fruits and avocado to pep up autumn menus. Salad is topped with light French dressing.

30 TEMPO BOLD

2 col.
19

3 col.
27½

4 col.
36

5 col.
44½

Ice Carnival Opens

36 TEMPO BOLD

2 col.
15½

3 col.
23

4 col.
30½

5 col.
38

Red Cross Drive

48 TEMPO BOLD

2 col.
12

3 col.
18

4 col.
24

5 col.
30

Reporter Shot

30 TEMPO BOLD CONDENSED

2 col.	3 col.	4 col.	5 col.
25	37½	40	52½

Winter Sports Carnival

36 TEMPO BOLD CONDENSED

2 col.	3 col.	4 col.	5 col.
19	28½	38	47½

City Council Meets

48 TEMPO BOLD CONDENSED

2 col.	3 col.	4 col.	5 col.
15½	24½	32½	40½

Work Resumed

30 STYMIE

2 col.

16½-18½

3 col.

27½

4 col.

36½

5 col.

46

High School Coach Seeks Local Office

36 STYMIE

2 col.

15

3 col.

23

4 col.

30½

5 col.

38

Filly Wins Race

GARAMOND BOLD ITALIC

Available in 24, 36 and 48 point

Ryder Will Speak Here

60 Bernhard Bold

4 col.
21

5 col.
26

Final Game

205 Tracer—14 Bodoni Ital. 2 Col.—16-19

Head—24 Tempo Bold

Shades of the 90's!

Couples Go Buggy Riding
